

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT INTERNATIONAL INC.
ADR EUC178-04 REG# N19824 "THE ALMIGHTY BUCK" PAGE 4/C (9-3/4 X 13-1/4) (SUNDAY SUPPLEMENTS, 1990)
Printed in U.S.A.

THE ALMIGHTY BUCK



Full rich flavor,
not full price.

Available in Kings & Kings Lights



2061194013

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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\$17.50 suggested retail price

Kings Lights: 10 mg "tar", 0.7 mg nicotine - Kings: 14 mg
"tar", 1.0 mg nicotine av. per cigarette by FTC method